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Minister for Aboriginal Affairs
Minister for the Arts
Minister for Regional Youth
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MEDIA RELEASE

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SOUTH BY SOUTHWEST SYDNEY REVEALS FIRST LOOK AT HISTORIC INAUGURAL EVENT

Sydney will be the centre of the music, screen, gaming and tech world as the host of the first South by Southwest® (SXSW®) outside North America from 15–22 October 2023.

The NSW Liberal and Nationals Government, in collaboration with TEG, have today unveiled SXSW's inner-Sydney precinct location, event formats, the first badges on sale and the first line-up of featured speakers and music acts.

Minister for the Arts and Tourism Ben Franklin said today's first reveal highlights the significant benefits that SXSW will bring to the NSW economy.

"Sydney is the economic and leisure gateway to Australia and a leader in creative and tech innovation, with a global reputation for hosting major international events that capture the world's attention," Mr Franklin said.

"This world-class event will be a significant drawcard for Sydney, attracting 27,000 visitors and injecting \$24 million into the NSW economy. This will activate numerous city venues, supporting the entire ecosystem of Sydney's visitor and night-time economy while supporting jobs in our creative industries.

"The very best of the creative and tech industries in the Asia Pacific will be on display during SXSW Sydney, while also drawing thousands of people from around the world to enjoy our spectacular Harbour City."

Chair of SXSW Sydney Geoff Jones said it would set a new benchmark for major events, providing legacy benefits for the NSW visitor economy and creative industries.

"SXSW Sydney will be a complete game-changer for Sydney and the Asia Pacific. Locally, it will increase visitation and bolster the creative economy. Within APAC, it will facilitate a special connection between creative industries and businesses in the region – the kind that can lead to collaboration and innovation on a global scale. I can't wait to see the opportunities flow on from October this year." Mr Jones said.

SXSW Sydney will be a must-attend event for those seeking to discover future trends, emerging technology and access unrivalled networking opportunities. For information and to purchase accredited Platinum and Industry badges visit www.sxswsydney.com.

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Announced speakers at SXSW Sydney:

- Amy Webb - American futurist, author and CEO/Founder of the leading foresight and future strategy firm, Future Today Institute
- Guy Kawasaki - Chief Evangelist of Canva and former Apple Chief Evangelist
- Ben Lamm - Entrepreneur and co-founder and CEO of Colossal,
- Professor Andrew Pask - Expert in the exploration of mammalian evolution, development and reproductive technologie at the School of BioSciences at the University of Melbourne
- Jack Reis - Co-founder of Baidam Solutions, a cyber security business based in Brisbane that meets a critical gap in the First Nations business sector.
- Larissa Behrendt AO - Lawyer, writer, filmmaker and distinguished professor and Laureate Fellow at Jumbunna Research, University of Technology Sydney
- Manal al-Sharif - Saudi women's rights activist, author, podcast host, cyber security specialist and founder of the Ethical Technologists Society
- Michael J. Biercuk - CEO and Founder of quantum technology company Q-CTRL,
- Que Minh Luu - Director of Content at Netflix
- Robyn Denholm - Chair of Tesla and Operating Partner of venture capital firm Blackbird Ventures
- Per Sundin - Swedish CEO of Pophouse Entertainment
- Dr Sheila Nguyen - Head of Sustainability for the FIFA Women's World Cup 2023 in AU/NZ
- Tom Verrilli - Chief Product Officer at Twitch
- Yiyang Lu - Award-winning artist and entrepreneur

Announced international acts performing at SXSW Sydney music festival:

- Connie Constance
- Ekkstacy
- Los Bitchos
- Otoboake Beaver
- Redveil